

REMARKS

Reconsideration and withdrawal of the rejections of the application are respectfully requested in view of the amendments and remarks herewith, which place the application into condition for allowance or into better condition for appeal.

It is submitted that these claims, as originally presented, are patentably distinct over the prior art cited by the Examiner, and that these claims were in full compliance with the requirements of 35 U.S.C. §112. Changes to these claims, and the remarks that follow as presented herein, are not made for the purpose of patentability within the meaning of 35 U.S.C. §101, §102, §103, or §112. Rather, these changes and remarks are made simply for clarification and to round out the scope of protection to which Applicant is entitled.

Claims 1-11 and 14-30 are pending. Claims 1, 6-10, 16, 22 and 28 are amended, without prejudice. No new matter is added by these amendments. Support for the amended recitations in the claims is found throughout the specification, particularly on page 18, line 19 to page 19, line 2, page 21, lines 7-12, page 28, lines 2-5 and page 33, lines 10-14.

Claims 1-30 were rejected under 35 U.S.C. 102(e) allegedly as being anticipated by Schein et al. (U.S. Patent No. 6,002,394). Applicant disagrees.

For example, claim 1, as amended herein, recites in part, “An information transmitting method...comprising the steps of...**selectively picking program content data from a plurality of program content regions to create said program guide screen; wherein said program guide screen is permitted to simultaneously include said commercial information and detailed information of one or more desired commercials.**” (Underlining and Bold added for emphasis.)

It is respectfully submitted that the portions of Schein relied upon by the Examiner neither disclose nor enable at least the above-recited feature of claim 1.

The instantly claimed invention provides for selectively picking program content data from a plurality of program content regions to create a program guide screen, wherein the program guide screen is permitted to simultaneously include commercial information and detailed information of one or more desired commercials, as instantly claimed. Schein, by contrast, relates to a system and method for providing television schedule information to a viewer and for allowing the viewer to link, search, select and interact with information in a remote database (Abstract).

Indeed, in Schein, the commercial information and the program guide information are not displayed on the same screen, but a link on the program guide screen allows the user to access desired commercial information displayed in another screen. Further, in Schein, there is no disclosure of selectively picking program content data from a plurality of program content regions. Therefore, the instant claims are believed to be distinguishable from Schein for at least the reasons stated above.

For reasons similar to those described above, claims 6, 16 and 22 are also believed to be distinguishable from Schein.

Claims 2-5, 7-11, 14, 15, 17-21 and 23-30 depend from one of claims 1, 6, 16 and 22 and, due to such dependency, are also believed to be distinguishable from Schein for at least the reasons previously described.

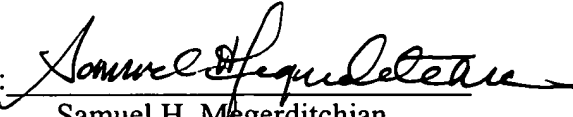
Applicant therefore respectfully requests that the rejection of claims 1-30 under 35 U.S.C. §102(e) over Schein be reconsidered and withdrawn.

In the event that the Examiner disagrees with any of the foregoing comments concerning the disclosures in the cited prior art, it is requested that the Examiner indicate where in the reference, there is the bases for a contrary view.

Please charge any fees incurred by reason of this response and not paid herewith to Deposit Account No. 50-0320.

Respectfully submitted,

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